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LT. GOVERNOR DARDENNE DELIVERS STATE OF THE TOURISM INDUSTRY ADDRESS

Unveils new Tourism Brand and Plan for Marketing the State

Baton Rouge, La. – Lt. Governor Jay Dardenne delivered his State of the Tourism Industry address Wednesday at The Hilton Baton Rouge Capitol Center during the Louisiana Travel and Tourism Summit. His remarks included the unveiling of a new tourism logo for Louisiana that includes the theme line “Pick your Passion”.

“The ‘human gumbo’ that makes up Louisiana represents the cultural diversity that sets us apart from any state in America” said Lt. Governor Dardenne. “Not only is there plenty to see and do, but what you will find in Louisiana is unique and authentic. Ours is one of those rare places that evoke a passionate response. “

With the unveiling of the new logo, Dardenne announced that the state will commit more than \$4 million to a spring advertising and marketing campaign. This is significantly more than has been allocated in the recent past.

Dardenne also touched on the state’s plan to help the tourism industry rebound in the wake of the BP Oil Spill. Impacts of the BP Oil Spill were quantified in a recent Tourism Economics Study commissioned by the Louisiana Office of Tourism. This study projected lost visitor spending to total \$295million through 2013.

The session also featured a sneak peak of upgrades to Louisiana’s tourism website, louisianatravel.com. This spring the state’s tourism website will feature a virtual visitor center, a weekly blog written by Lt. Governor Dardenne as well as a broader emphasis on social media as a marketing tool.

Lt. Governor Dardenne also talked about the upcoming legislative session and his desire to change the way the tourism budget has been handled the past few years.

“I hope to be able to convince policy makers that redirecting a significant portion of the dedicated sales tax revenue to line item events interferes with our ability to develop a meaningful overall campaign,” said Lt. Governor Dardenne. “I hope to return to prior practices of using state general funds for these purposes and using our dedicated revenue for advertising and marketing the state more aggressively.”

The Louisiana Travel & Tourism Industry Summit attracts 400 participants from across the state, working together to encourage visitors to Louisiana’s colorful rural and urban areas. The Summit is taking place January 25-27 at the Hilton Baton Rouge Capitol Center. The event is coordinated by the Louisiana Travel Promotion Association.

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LOUISIANA
Pick your Passion

LouisianaTravel.com